

# Breath ambassadors: real voices against sleep apnea

eSleep\_dHealth  
Split, 26/09/25



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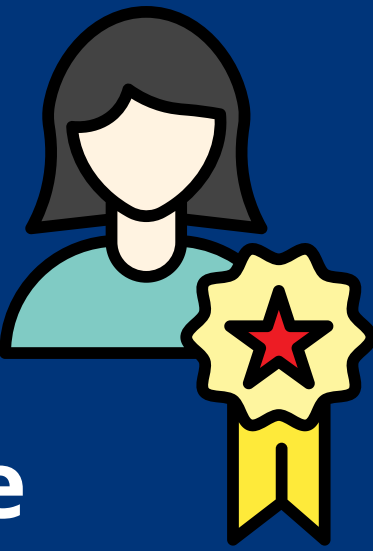
# The problem

Many older adults in remote areas, often unfamiliar with digital tools, remain unaware of OSA. Seen as normal aging, it goes undiagnosed, leading to higher morbidity, reduced quality of life and significant healthcare costs





# The Solution



**A nationwide ambassador network – people who overcame OSAS raise awareness through their stories**

- **Recruitment:** Ministry of Health invitation (partnership) through sleep clinics
- **Training:** ambassadors trained by sleep specialists, supported by CPAP providers
- Each ambassador supports up to 5 patients.
- **Connection points:** GPs & pharmacists
- TV, radio, pharmacies, churches amplify the message

**“Choose your local ambassador”**



# Digital Reinforcement

- **Ambassador storytelling:** short testimonial videos shared on social media & YouTube.
- **Targeted outreach:** ads & health apps to reach younger relatives searching about snoring or fatigue.
- **Central website:** resources, ambassador stories, treatment guidance.
- **Direct contact** with local ambassadors through the website.
- **Online questionnaires:** digital self-assessment, with GP/pharmacy follow-up for those at risk.



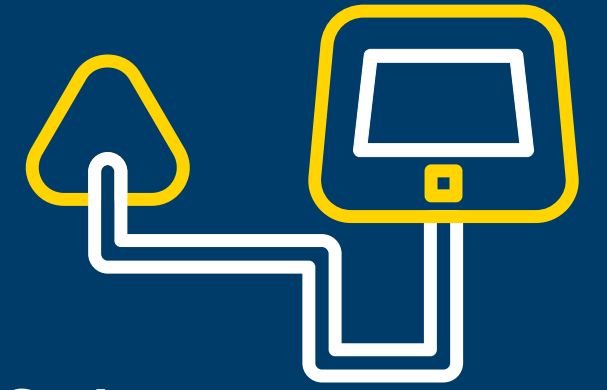
# Target Market



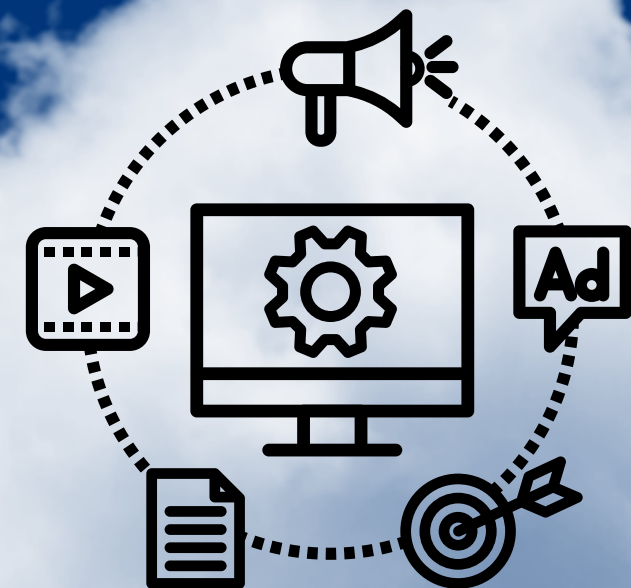
- Adults in remote and rural areas with limited access to advanced technological appliances.
- Not convinced enough about the significance of OSAS and its risks
- Often show limited willingness to prioritize their sleep health.



# Go-to-Market Strategy



- **Design & coordination:** set goals, framework, and structure of the ambassador network.
- **Support** from Ministry of Health and CPAP companies
- **Distribution of questionnaires** (ex. STOP-BANG) in every pharmacy and medical office via ministry of Health strong recommendation.
- **Recruitment of ambassadors**
- TV, radio, and local community events to ensure **community outreach**





# Market Opportunity



Prevalence of Obstructive sleep apnea in the general population

- 27% of men and 23% of women.
- Greeks who have OSA ( $AHI \geq 5$ ): > 2.5 millions (estimation).
- Only 10% of those are receiving CPAP therapy.
- We have more than 200.000 candidate ambassadors.
- Possible impact on 1 million patients (1 to 5 ratio)

# Financial & Funding Ask



**The ambassadors will be volunteers with no cost. However, to enhance this project we will ask for:**

## **Funding sources:**

- Public health grants (national Ministry of health, EU programs)
- Private partnerships (CPAP providers)

## **Cost structure:**

- Training of local ambassadors by sleep specialists
- Educational materials (print, social media, family awareness campaigns)
- Support tools for GPs and pharmacists (questionnaires, guides)
- Media outreach (TV, radio, community events)
- Supported access to CPAP devices



# Call to Action/Closing

**We rely on human approach and constructive dialogue  
between peers.**



# Disclaimer

**Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Agency for Mobility and EU Programmes (AMEUP). Neither the European Union nor AMEUP can be held responsible for them**



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Thank  
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